

AMENDMENTS TO THE CLAIMS

Claims 1-16. (canceled)

Claim 17. (currently amended) An information receiving device for receiving separately transmitted program information and commercial information, and allowing a viewer to set display conditions for displaying the commercial information with the program information, comprising:

receiving means for receiving the program information and the commercial information on a first channel; wherein the commercial information is received and then the program information is received;

condition setting means for the viewer to set display conditions for the commercial information;

control means for forming control data on the basis of the display conditions;

combining means for combining said program information with said commercial information in accordance with said control data and outputting the combined program and commercial information for display; ~~and~~

transmission means for transmitting the control data to a source company which transmits the program information and the commercial information

wherein said control means, at the viewers request, and in response to viewer operation of the condition setting means causes the transmission of commercial related information to be transmitted from a commercial related information memory.

Claim 18. (previously presented) The information receiving device according to claim 17, further comprising recording means for recording at least said commercial information.

Claim 19. (currently amended) The information receiving device according to claim 17, wherein ~~the~~ a broadcasting source adjusts the transmitted commercial information on the basis of the display conditions.

Claim 20. (previously presented) The information receiving device according to claim 17, wherein the source company adjusts a fee charged to the viewer on the basis of the display conditions.

Claim 21. (previously presented) The information receiving device according to claim 17, wherein the display conditions indicate a ratio for combining said program information and said commercial information.

Claim 22. (previously presented) The information receiving device according to claim 17, wherein the display conditions indicate that the commercial information should not be combined with the program information.

Claim 23. (previously presented) The information receiving device according to claim 17, wherein the display conditions indicate classifications of the commercial information which should be combined with the program information.

Claim 24. (currently amended) An information receiving method of receiving separately transmitted program information and commercial information, and allowing a viewer to set display conditions for displaying the commercial information with the program information, comprising:

a receiving step of receiving the program information and the commercial information on a first channel; wherein the commercial information is received and then the program information is received;

a condition setting step of allowing the viewer to set display conditions for the commercial information;

a control step of forming control data on the basis of the display conditions;

a combining step of combining said program information with said commercial information in accordance with said control data and outputting the combined program and commercial information for display; ~~and~~

a transmitting step of transmitting the control data to a source company which transmits the program information and the commercial information;

requesting through operation of a condition setting means the display of commercial related information; and

transmitting the commercial related information from a commercial related information memory.

Claim 25. (previously presented) The information receiving method according to claim 24, further comprising a recording step of recording at least said commercial information.

Claim 26. (previously presented) The information receiving method according to claim 24, wherein the source company adjusts a fee charged to the viewer on the basis of the display conditions.

Claim 27. (currently amended) The information receiving method according to claim 24, wherein ~~the~~ a broadcasting source adjusts the transmitted commercial information on the basis of the display conditions.

Claim 28. (previously presented) The information receiving method according to claim 24, wherein the display conditions indicate a ratio for combining said program information and said commercial information.

Claim 29. (previously presented) The information receiving method according to claim 24, wherein the display conditions indicate that the commercial information should not be combined with the program information.

Claim 30. (previously presented) The information receiving method according to claim 24, wherein the display conditions indicate classifications of the commercial information which should be combined with the program information.